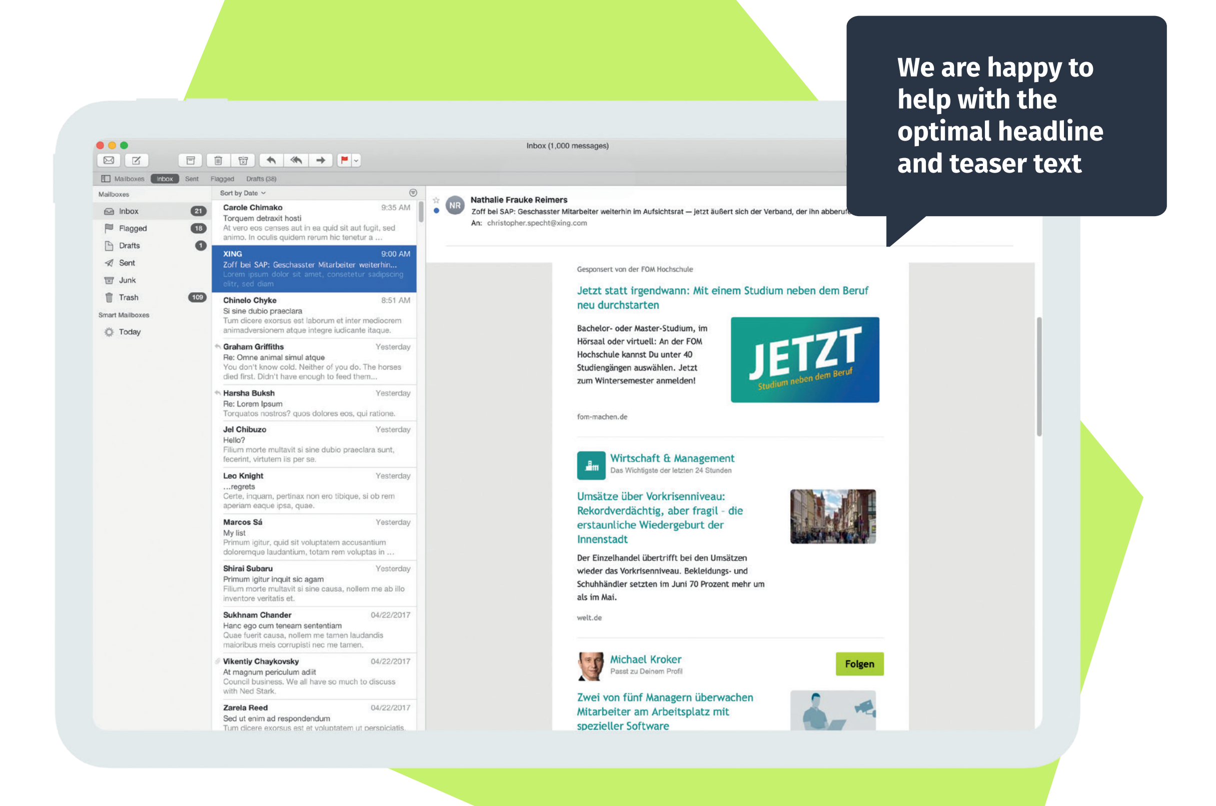


# XING Content Ads

## Technical Specifications




### Our requirements for your content:

- Available on an external website
- Contains an image, headline and teaser text
- Contains further campaign elements and corresponding " call-to-actions", contact forms, downloads or additional links.
- Two Image sizes in aspect ratio 16:9: Desktop min. 250 x 144 pixels and mobile min. 580 x 326 pixels
- Length of headline: Max. 140 characters and 2 lines
- Length of teaser text: Max. 160 characters
- Teasers texts/headlines do not contain direct advertising messages

### What we need:

- ✔ Link to the article
- ✔ Image
- ✔ Headline
- ✔ Teasertext
- ✔ If desired: clicktracker

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